

SCRANTON TRIBUNE

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General Manager.

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THE SCRANTON TRIBUNE.

SCRANTON, JANUARY 25, 1894.

REPUBLICAN STATE TICKET

FOR CONGRESSMAN-AT-LARGE
GALUSHA A. GROW,
OF SUSQUEHANNA.

ELECTION FEBRUARY 20.

TRY IT AND SEE.

Advertising pays because it reaches the people. This is shown in our own book offer. Such a demand would never have been created by dark lantern methods. The rush and the result to see those literary bargains is an instructive spectacle. What pays you must pay you. The proof of the claim is in the trial thereof.

THE REFUSAL of the Ohio miners to accept the wage reduction proposition, it is said, will probably close all the Ohio mines. The passage of the free coal clause will keep them closed.

REPRESENTATIVE HINES is deserving of credit for at least one act. He voted against free coal. Now let him go the whole length of this patriotic revolt and smother every free trade head that sticks up in the Wilson bill. It will strengthen him with his constituents. And it also will ease his conscience; that is—

SECRETARY STEWART denies that he has withdrawn from the lieutenant governorship fight. It would please many friends were he to stay in it and win. The secretary is genial, witty and wise. The Republican party could put many a worse man on its next state ticket.

DEBILITARY GORRILL still fixes upon Judge Harding as a candidate for Congress, to oppose Billy Hines; but the judge's own declaration is too fresh in mind to give this pleasant personal mention political weight. The battle royal in convention will in all probability be fought between Hon. C. A. Miner and ex-Senator Morgan B. Williams. And that would be a case where either would fill the bill.

EDITOR SINGLER has hurried to Washington to notify the leaders there that the Democratic party is fast going to pieces. It ought soon to dawn on the mind of so philosophic a gentleman as Editor Singler that the only bond of union in its ranks is the cohesive power of expected public plunder. Given control of the spoils, it rushes to its ruin as unerringly as a duck makes for water.

IT IS A VERY trite and ancient saying that we never appreciate daily blessings until deprived of them. This is newly illustrated at Sleeton, where there was great rejoicing among two thousand men who were set to work at the steel works, although there is no surety that they will be kept busy beyond a month, at the furthest. Illness and starvation had made them appreciate the luxuries of work and wages.

SENATOR HILL will not back down. He is not of the magnanimous sort. He invariably hits back when attacked. He will aim to defeat the confirmation of Peckham more earnestly than he did that of Hornblower. The object of his dislike does not seem to be Peckham so much as it is Cleveland, and it is only fair to say that it will not be Peckham unconfirmed who will be knocked out, but the president whom Hill and his adherents graciously helped to elect.

THE ESTEEMED News-Dealer ascertains by what means we know not, that Brother Herring will not let his snickerers on every solitary Republican just as soon as he can adjust the preliminaries. The wish is doubtless father to the thought. Herring himself says he is not in any haste to soil his office with Republican blood. And the other Harbry appointees hereabouts do not afford ground for the assertion that summary slashing is to the dominant boss' taste.

THE USUAL record of fall disasters on the sea is not wanting. The steamer Normanna having been swept by tremendous waves and buffeted to her harm was forced to return to New York for repairs. Reports from other quarters also indicate unusually heavy gales and high seas. This is to be expected however, at this season, but it is only of a piece with a similar state of affairs which has existed during the past spring, summer and autumn, making a round year of maritime disaster.

REPRESENTATIVE BELTZHOVER, a thorough type of the old school Democracy, members of which were not afraid to take a position and then stick everlastingly to it, wasted a fine argument the other day in pleading for out-right revenue reform. The Democratic party of today hasn't the courage to be consistent on any question, much less a question so complicated as that of tariff revision. It will do Mr. Beltzhoover no good to try to shame his 'aid-and-half' colleagues into professing boldly their secret convictions. Such eloquence is love's labor lost.

THE SCHEM among the Pennsylvania Democrats is widening continually. The friends of Senator Markley, the candidate of the Democratic secessionists for congressman-at-large, will test the legality of the recent Democratic state convention and make a fight for their own regularity. Pennsylvania is not favorable territory for Democratic divisions, especially just now, but the Republicans have no fault whatever to find with the tactics of the opposition nor any disposition whatever to interfere with them. It

affords, however, considerable amusement to them and brightens up what would be otherwise an uncommonly dull campaign.

IT WAS NOTICEABLE that during the discussion in the house of the free coal clause of the Wilson bill all the amendments which proposed a tax on coal of any amount whatever were voted down, although discussion revealed that there were several Democrats who were in favor of a duty of some sort. The final decision, however, indicated that they were not of sufficient numbers to prevent the passage of the measure which shall remove all duty on coal. Thus, the Democrats are hastening the day of reckoning which will come to them.

THE FIRST sentiment which prevailed regarding the disappearance of William Zell, late treasurer of the Lehigh and Wilkes-Barre Coal company when it was reported he had disappeared, has changed very materially now that it is discovered he is a defaulter. From sorrow and sympathy, which existed when he appeared in the character of an honest man as he had always been regarded, to indignation and amazement, which now exist at his fall from virtue, was a short transition. It is so in every case; a single act may plunge a man from the highest pinnacle of esteem into the lowest depths of execration.

RUSH FOR BOOKS.

The careful student of literature is compelled to admit that there is a dearth of great new literary work. In referring to this subject the other day we spoke of the inferences of Mr. Spofford, the librarian of congress, concerning the glint of literary trash and the absence of really meritorious work, such as that furnished by the galaxy of famous English and American authors, to which we referred. In Mr. Spofford's report to congress he says: "It is gratifying to find amid the great and hitherto unexampled fertility of the productions in the publishing world that books which may properly be termed classics are still demanded and are still read." The day is far distant when such poets as Homer, Dante, and Shakespeare, such historians as Gibbon, Hume, Macaulay, Prescott, and Parkman, and such novelists as Scott, Cooper, Bulwer, Dickens, Thackeray and Hawthorne, will cease to be read.

The constant consumption by the reading world of new editions of standard works in our more attractive styles of printing, binding and illustrations is proof of the ultimate soundness of the public taste. In order to gratify that public taste, therefore, THE TRIBUNE has embarked into the book enterprise on a scale of magnitude which will enable all its readers to possess themselves of standard works at an unparalleled small cost. The reading of such works, the cultivation of the styles of the great novelists and the study of their ornate sentences and absorbing methods will perform an educational part, sometimes unconsciously, upon the minds of readers and thus produce a beneficial effect upon the community at large. This leads to the hope that there may be a return to the production of work which shall be permanent because it is well considered, thorough and scholarly, as well as merely "taking," popular and immediately salable.

There is no guarantee that such an opportunity, of which we have been able to avail ourselves, will again present itself, and therefore those who desire works in any of the three series, the Rugby, the Oxford or the Columbus, will do well to secure them without delay, as the demand manifested yesterday by inquiries for books in all three series indicates a very rapid sale. Cut out your coupons and bring or send the small change demanded with them for books of your choice, without delay.

THE REAL DEFECT.

The attorney general of Massachusetts has been pleased to declare that the Borden murder trial was a journalistic disgrace. He regards the "hoarding" of the innocent defendant in that memorable trial by the newspaper reporters as affording one strong argument why there should be more drastic judicial interposition to preserve the court room from the taint of ill-informed sentiment. We are endeavoring to give his idea rather than his language. The latter, not unnaturally, is circumlocutory and prolix.

Now, if we admit that sensationalism is pernicious in the newspaper press; that too much is assumed, presumed and manufactured by the not always infallible young men who "do" the police courts and the criminal tribunals; and that, in all its treatment of questions affecting public morals, American journalism borders rather too cleverly upon the domain of flippancy, frippery or flashiness, what then? Do prosecutors never vilify? Do cross-examiners never deviate from the chalk line of impeccable rectitude? Is legal "eloquence" never related to legal bulldozing, and are court room forensics always characterized by dispassion and analytical calm?

The defect which our Massachusetts critic singles out for labored arraignment is rather remote and inconsequential while numb-skull juries and brow beating barristers are retained in our courts as sacred symbols of unerring justice. If it were really desired to make a decided step in way of judicial reform, why not begin at the fountain source of legal ineffectiveness and judicial error? Why not, in choosing the real judges of our courts, those to whom it is given to sift evidence and collate facts, put a premium on intelligence instead of one on ignorance?

RAILROAD ACCIDENTS.

The large number of railroad disasters in the year which has just closed and the circumstances attending their occurrence have, as might have been expected, called forth widespread comment, and led to unparaphrased criticism of a system of management under which such disasters were possible. Especially discreditable were the numerous collisions of the World's fair excursion trains occurring at a time and to a class of traffic when it might be considered that the American railway system was

on exhibition before all the world. In the current numbers of the Popular Science Monthly, Lafayette C. Loomis considers recent railroad accidents and seeks to find the reason for them by a study into the development of the railway service of this country. Going back to the early days when the railway was evolved from the stage-coach line, he finds that the advances of the science have been almost wholly the result of experiment rather than theory. An improvement in one direction, such as the increase of power in the locomotive, threw the roadbed ties, rails and wheels into disproportion and soon proved them inadequate. For nearly two generations the endeavor to meet each weakness as it became apparent progressed, always in the domain of experiment and the evolution was marked by disasters directly chargeable to imperfections in the physical equipment of the roads. These features are now considered to have come to a well-balanced relation, one to another, so that it is just possible on a first class road to run a train the weight of which the speed of earlier days with an almost entire immunity from casualty from the physical causes.

But accidents still occur, with the difference, as Mr. Loomis points out, that whereas in the earlier mishaps the fault was found to exist mainly in our want of knowledge of the innate strength of the materials used, it is now in the man and not in the structure. He thinks that in the development of these immense forces we appear to have reached a point where the brain force undertaking the guidance and control, has become the fault-bearing element and the more fruitful cause of calamity. A close investigation into the circumstances attending some of the railway accidents of the past five months, certainly affords much evidence in support of the view Mr. Loomis has taken, although it hardly justifies all that he proposes by way of remedy. An interesting psychological study could be made of actions which have precipitated some of the recent wrecks, with but little prospect, however, of arriving at a definite conclusion.

CHATS ON ADVERTISING.

It is the clever advertiser nowadays who succeeds. Mere space won't do. It is as ineffective in trained communities as is the barbaric splendor of some suddenly enriched bonanza king. The blare and glare of the brass band method of advertising is on a civilization restless for novelty and spice. Pleasant as it would be, to the newspaper, to recommend that the best inducement to trade is the biggest and noisiest display, no far-seeing advertising manager would do it. He would see at a glance that its failure to meet expectations would breed dissatisfaction and distrust. In the end he would lose the advertiser altogether.

With conditions and purchasers changing each day, rules cannot be inflexible. But here is one rule which every Scranton merchant can bank on. It's cleverness that counts. The buyer must be coaxed, not browbeaten into buying. Remember the infinite dexterity of the man who angles for trout. Recall how he gets his hooks and line and reel into perfect order before he hawks a cast. Recollect the pains with which he adjusts his leader. Every merchant, by the way, should once in a while try a leader, something special, something catchy, something that'll land you offish trout. The cotton-twine, Bentley idea of fishing is all right, when you're out for mud sills or snickers. But it won't do when you angle for black bass or trout.

Cleverness means many things. It means, in the first place, an advertisement that is up to date, one that shows to the most casual glance a new feature of real interest. Newspaper readers more and more hasten through their paper, passing over the ban-drum matter and browsing about for novelty. The best novelty, in many cases, is something that excites a laugh. Tickle a man's fancy and you immediately have a first mortgage on his attention. Life is serious enough when you're not reading your paper—when you're digging for dimes and distinction—there is a sort of seriousness when the whole paper is serious.

A comic cut, with a good display line leading up to it, is often effective. But don't work it to death. No novelty can stand repetition. A catchy verse, putting some quaint thought in unique dressing, is helpful. The style of typography should, when practicable, be made a special study. It is worth a merchant's time if he has no skilled assistant, just to sit down and study out forms and fashions in type setting calculated to excite curiosity. Let the cash boys work on this. You'd be surprised what money-making diamonds-in-the-rough lurk in the active thimble-fingers of those never-to-be-found-when-wanted clerks who carry change.

But we're getting off the main track. We were talking of cleverness. We'll have more to say on that anon. Just now, to show what cleverness will do let me bring to your notice the little "poem" that crept into a leading magazine and was paid for with a \$5 check, which is really an "ad" of the first water. But it was clever, witty, unique. The fellow who blue penciled the poem manuscripts was fool in spite of his astuteness. And the "ad" caught on. We're willing to give the beneficiary of it the benefit of another free advertisement, out of homage to his cleverness. Here it is: I shrank to meet a mud-crusted swine. And then he seemed to grant, in accents rude, "Hah! Be not proud, for in this fat of mine behold the source of richness for your food!"

I fled, and saw a field that seemed, at first, One giant mass of roses pure and white, With daisy buds in dark green foliage nursed.

And, as I lingered 'er this lovely sight, The summer breeze that cooled that Southern scene, Whispered, "Behold the source of Cottolene!"

Be clever. Be live. Be "up to date." Advertising will pay you if you do, and unless you are an especially well known man, it won't pay you if you don't.

The Extreme Opinion.
Boston Express.
Rockefellow, the Wilkes-Barre banker, will pay about 4 cents on a dollar to his creditors, and the estate of Banker Jamison will yield 10 cents. Cheating people so outrageously as this is a serious crime. The punishment should be made to fit.

Nobody Wants I, Sir, She Said.
Wilkes-Barre Record.
The Scranton papers are growing about the odoriferous wooden pave. We have some of the same kind down here and we'll sell it at a bargain.

Or in Front of the Bald Head.
Attention Leader.
The much talked of theatrical tax is \$50 for a drama and \$30 for a manager. The "Black Crook" will, of course, be taxed under this latter head.

Mr. Grow and the Populists.
Philadelphia Record (Spec.).
The attempt to associate so level-headed a man as Galusha A. Grow with the Populists is a piece of partisan absurdity.

That Theatrical Stringency.
Philadelphia Times.
Often as the Pennsylvania legislature has been criticised, it looks as though the state could not get any show without it.

You Have Our Earnest Consent.
Arthur Poe Gorman.
Grover Cleveland must be destroyed before he is permitted to destroy the Democratic party.

PHO-RE-NOS

A safe and sure cure for DRUNKENNESS.

Equal to the "Kielley Cure" at small cost. Buy a bottle and if it does you good, continue it. Druggists sell it.

Cures the Tobacco Habit easily without discomfort.

AVOID THE GRIP

BY WEARING

Fleece Lined Hygienic UNDERWEAR

This is no fake. Try it and be convinced.

CONRAD HATTER

SELLING AGENT.

N. A. HULBERT'S

City Music Store,

4 WYOMING AVE., SCRANTON.

STEINWAY & SON

DECKER BROTHERS

KRANICH & BACK

STULTZ & BAUER

AND OTHERS

PIANOS ORGANS

Also a large stock of first-class

MUSICAL MERCHANDISE, MUSIC, ETC.

SEE

R. L. Crane's New Prices

FURS! FURS!

CAPES 18 INCHES DEEP.

French Coney Capes, 18 inches deep, \$3.00
Astrakhan Capes, " " " 4.00
Astrakhan Capes, " " " 5.00
Astrakhan Capes, " " " 6.00
Dyed Opossum Capes, " " " 12.00
Mink Capes, " " " 15.00
Nat. Otter Capes, " " " 20.00
Krimmer Capes, " " " 25.00
Heaver Capes, " " " 30.00
Nutria Capes, " " " 35.00
Seal or Persian Capes, " " " 40.00
Alaska Seal Capes, " " " 45.00
Mink Capes, " " " 50.00
Brown Marten Capes, " " " 55.00

CAPES 22 INCHES DEEP.

Astrakhan Capes, 22 inches deep, \$10.00
Fur Seal Capes, " " " 15.00
Electric Seal Capes, " " " 18.00
French Coney Capes, " " " 20.00
Mink Capes, " " " 25.00
Brown Marten Capes, " " " 30.00
Monkey Capes, " " " 35.00

Highest Cash Prices Paid for Raw Furs.

Repairing Furs a Specialty.

BLANK BOOKS

BLANK BOOKS

MEMORANDUMS

Office Supplies of all kinds

Inks and Mucilages

LEADING MARKS.

Fine Stationery

WIRT, WATERMAN and FRANK

LIN FOUNTAIN PENS.

All Guaranteed.

Agents for Crawford's Pens and

Back's Flexible Rubber Stamps.

Reynolds Bros.

Stationers and Engravers.

517 LACKAWANNA AVE.

ASK YOUR GROCER AND INSIST UPON HIS FURNISHING YOU WITH

STOWERS'

DELICIOUS, MILD SUGAR CURED

HAMS.

ABSOLUTELY PURE

LARD.

EVERY HAM AND PAIL OF LARD BRANDED

THE TRADE SUPPLIED BY THE

THE STOWERS PACKING CO., SCRANTON, PA

Goldsmith's Bazaar

Silk Department.

Moire, Miroire and French Antique.

The Latest and Richest Novelties for street, evening and

house wear. Such is the decree of Dame Fashion, and we can

now show the various designs and qualities of the same, rang-

ing from \$1 to \$2.75 per yard.

Advance Styles

New French Ginghams of our own importation, in Knotty,

Swivel and Crinkle effects, gotten up by us in one and two

dress lengths and positively no duplicates. Early buyers we

think will be greatly pleased with their new beauty and origi-

inality.

Laces and Embroideries

For Spring, 1894, now ready for inspection. The line is larger

and prices lower than ever before.

Goldsmith Brothers & Company.

Mercereau & Connell

307 LACKAWANNA AVENUE

DIAMONDS,

and Fine Jewelry, Leather Goods,

Clocks, Bronzes, Onyx Tables,

Shell Goods, Table and Ban-

quet Lamps, Choicest Bric-a-

Brac, Sterling Silver Novelties.

IS THE BEST.

THE WESTON MIL' CO.

SCRANTON, PA.

NEVERSLIP HORSE SHOE

Removable and Self-sharpening Calks.

We are sole agents for Bradford, Columbia, Lacka-

wanna, Luzerne, Montour, Pike, Sullivan, Susquehanna,

Wayne and Wyoming counties, State of Pennsylvania.

Catalogue on application.

Bittenbender & Co., Scranton,

Wholesale and retail dealers in Wagonmakers' and Blacksmiths'

Supplies, Iron and Steel.

Ice : Skates,

All Prices and all Sizes.

Foot & Shear Co.

513 LACKAWANNA AVE.

LUTHER KELLER

LIME, CEMENT.

KING'S WINDSOR CEMENT FOR

PLASTERING

SEWER PIPES, FLUE LININGS

Office, 813 West Lacka-

wanna Ave.

Quarries and Works,

Portland, Pa.

THE DICKSON MANUFACTURING CO.

SCRANTON AND WILKES-BARRE, PA., MANUFACTURERS OF

Locomotives and Stationary Engines, Boilers,

HOISTING AND PUMPING MACHINERY.

General Office, SCRANTON, PA.

DO YOU SELL?

OR ARE YOU MAKING PRESENTS?

of Mixed Candy, Clear Toys, or any style of Candy or Nuts,

Express Wagons, Velocipedes, Tricycles, Doll Cabs, Drums

or Toys of every kind.

DOLLS

China Dolls, Wax Dolls,

Patent Dolls, Jointed Dolls,

any kind of doll from 25c to \$15

SLEDS OR SLEIGHS

For Boys, Girls or Dolls, in

Maple, Oak or Iron, from 25c.

to \$15.00.

BICYCLES

We have the goods and our

prices are right. Wholesale

and retail.

J. D. WILLIAMS & BRO.,

314 Lacka. Ave.

We make a SPECIALTY of supplying com-

mittees for Sunday schools, Fairs, Festivals

and all other parties.

ABSORPTION

The way it cures

Coughs,

Drops, 1 cent

per bottle.

Costs 25c.

Matthews

Eros.